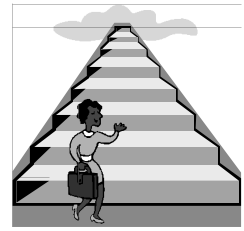


PR Methods

Strategies & Tactics



Strategies refer to the approaches you take toward implementing your campaign. *Tactics* refer to the specific things you do to implement your strategies.

Proactive strategies

Action strategies

1. Emphasize the client's *good performance, products and service*.
2. Create opportunities for *audience participation*, addressing "What's In It For Me?" (WIIFM), to generate feedback and support.
3. Stage *special events* to gain the attention and acceptance of key publics.
4. Form *alliances and coalitions* to generate energy and cooperation on issues of importance to your client.
5. *Sponsor programs or events* for the community through corporate philanthropy.
6. Use *activism*, carefully, in support of causes or movements.

Communications strategies

1. Share *newsworthy information* with the *media* and, through them, to your other publics.
 2. Create *controlled media* (e.g., brochures, videos, Web sites) to share messages with targeted publics.
 3. Seek *third-party endorsement* of or *choose spokespersons* for your performance, products and service.
 4. Generate *internal support* through controlled media (e.g., newsletters, meetings, intranets).
 5. Create messages that focus on *ethos, logos* or *pathos*.
 6. Use *nonverbal communication* techniques, such as symbols, logos, slogans, music, jingles, language, representative items, clothing, mascots, colors or special settings.
- Developing a media campaign to publicize the client and its programs/products.
 - Emphasizing the excellent relationship the client has with the community.
 - Associating the client with the values of the targeted publics.
 - Apologizing for past mistakes.
 - Creating informational materials for the client and its programs/products.
 - Hosting a special event to draw attention to your client and its programs/products.

Reactive strategies

Pre-emptive action strategy: *prebuttal*

- When bad news is inevitable, *tell your story first*.

Offensive (double meaning) response strategies

1. *Attack* the character of the accuser.
2. *Embarrass* your opponent.
3. *Threaten* (e.g., through lawsuits for defamation).

Defensive response strategies

1. *Deny* and shift blame.
2. *Excuse* or minimize the problem.
3. *Justify* the deed for a good reason by appealing to ethical or moral values.

Diversionsary response strategies

1. Make a *concession* agreeable to your organization and its publics that has real value (often money).
2. *Ingratiate* yourself (an ethically questionable tactic) by offering something of token value.
3. *Disassociate* yourself from a crisis (e.g., our policy was not followed).
4. *Relabel* the problem (a step away from doublespeak).

Vocal commiseration strategies

1. Share *concern* without admitting guilt for a problem related to your company.
2. Express *condolences* to those adversely affected by a problem created by your company.
3. Admit *regret without apology* (e.g., we're sorry, but we had to do it).
4. *Apologize* and publicly accept responsibility and ask for forgiveness.

Rectifying behavior strategies

1. Promise an **investigation** to rectify a problem, and then act to fix things.
2. Take **corrective action** to contain a problem, repair damage or prevent the problem from reoccurring.
3. Make amends through **restitution** (e.g., making compensation, often court-ordered).
4. **Repent**, both through a change of heart and action.

Strategic inaction: silence

1. **Say or do nothing.**
2. Pros: By not responding to criticism, you might shorten the life of the crisis, especially with publics that already trust you. You might need to wait to respond out of compassion for victims, respect for privacy or legal restrictions.
2. Cons: By not responding to criticism, you allow opponents to frame the discussion and you might be accused of indifference.

Tactics

AFTER you have done research on your client and publics and identified appropriate strategies, THEN you should select the tactics to help you achieve your campaign objective. **Tactics** are **specific actions** you take in your campaign and must relate directly to your strategies and objectives. Tactics can also be thought of as the basis for creating **output objectives**. Here are possible tactics:

Plant tour	Meeting	Canvassing	Holiday event	News release	Memo
Open house	Speech	Petition drive	Ribbon-cutting	News conference	Letter
Dedication	Give-aways	Trade show	Fund-raising event	Brochure	Web site
Convocation	Test drive	Demonstration	Letter to the editor	Flier	VNR
Concert	Membership	Science fair	Position paper	Annual report	PSA
Picnic	Free class	Beauty pageant	Guest editorial	Media kit	Poster
Festival	Shadowing	Panel discussion	Pitch letter	Research report	Magazine
Banquet	Ride-along	Spelling bee	Media alert	Direct mail	B-roll
Workshop	Premiere	Sporting event	Satellite media tour	Postcard	Signage
Parade	Q&A	Carnival	Editorial conference	Fact sheet	T-shirt
History tour	Debate	Film festival	Photographs	Advertisement	e-zine

Here’s how you might use tactics to support strategies:

- To emphasize the FAMU School of Journalism and Graphic Communications’ excellent programs (one strategy) and to generate public participation (another strategy), you might invite high school students from Leon County to attend an open house March 15.
- To form alliances (one strategy), you might create a speakers bureau and have representatives of your organization speak to civic and other community groups.
- To share information with targeted publics (one strategy), you might create brochures about your upcoming educational programs for young parents and distribute the brochures to community centers.
- To demonstrate your corporate philanthropy (one strategy), you might sponsor an arts program at the local homeless shelter.
- To reach your publics through the media (one strategy), you might send a notice to the community events section of the “Tallahassee Democrat” about a fashion show fund-raiser.